



CITY OF NEWPORT BEACH

ECONOMIC DEVELOPMENT COMMITTEE

AGENDA

MEETING DATE:

Wednesday, September 15, 2010

TIME:

8:00-9:00 A.M. *Please arrive 5 min. prior*

PLACE:

**City of Newport Beach Council
Chambers**

This committee is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the Commission's agenda be posted at least 72 hours in advance of each meeting and that the public be allowed to comment on agenda items before the Commission and items not on the agenda but are within the subject matter jurisdiction of the Commission. The Commission may limit public comments to a reasonable amount of time, generally either three (3) or five (5) minutes per person.

It is the intention of the City of Newport Beach to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, the City of Newport Beach will attempt to accommodate you in every reasonable manner. Please contact Leilani Brown, City Clerk, at least 72 hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible (949-644-3005 or lbrown@newportbeachca.gov).

ROLL CALL AND INTRODUCTIONS

To assist with attendance there will be a sign in sheet at the podium, Please check off your name on arrival or before departing.

MEMBER UPDATES AND ANNOUNCEMENTS

PENDING PROJECTS UPDATES

DISCUSSION ITEMS

1. Approval of Minutes of July 21, 2010 (*Attachment*)
2. Confirmation of appointments to a Business License Policy Review Committee
3. Review of applications to fill BIA vacancy and recommendation to City Council (*Attachments*)
4. Presentation by Gregg Schwenk and Todd Quartararo on the Success of the 2010 Newport Beach Film Festival
5. EQAC Representative's Report

ITEMS FOR A FUTURE AGENDA

October - Presentation by OPISNETWORK on their program "100 Businesses for 100 Days" to be offered in January 2011.

November -

PUBLIC COMMENTS

ADJOURNMENT

**NEXT REGULAR MEETING: Wednesday, October 20, 2010
8:00-9:00 A.M. – CITY COUNCIL CHAMBERS**



CITY OF NEWPORT BEACH ECONOMIC DEVELOPMENT COMMITTEE

DRAFT MINUTES 7-21-10

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, July 21, 2010.**

Members Present:

X	Mike Henn, Chairman	A	David Hsiang
X	Keith Curry, Mayor	X	John Hyatt
E	Steve Rosansky, Council Member	X	Lloyd Ikerd
E	Robert Hawkins, Planning Commissioner	X	Brion Jeannette
E	Mike McNamara, Vice Chairman	E	Debra Legan
A	Fred Ameri	X	Richard Luehrs
X	Craig Batley	X	Scott Palmer
A	Seymour Beek	X	John Robinson
X	Jeffrey Cole	X	Gregg Schwenk
E	Steven Coyne	E	Gary Sherwin
X	Sheri Drewry	X	Kim Van Natta
X	Jennifer Gonzalez	X	Gay Wassall-Kelly
X	Arlene Greer		

Staff Representatives:

X	Sharon Wood, Contract Employee	X	Tracy McCraner, Administrative Services Director
X	Leigh DeSantis, Economic Development Administrator	X	Evelyn Tseng, Revenue Manager
X	Katie Bowden, Economic Development Coordinator	X	Monique Navarrete, Business License Supervisor

Guests Present:

Roll Call and Introductions:

Chairman Henn called the meeting to order at 8:05 am and began self-introductions of the assembled members, staff and guests.

UPDATES AND ANNOUNCEMENTS

- Councilman Henn announced that there is a new Farmer's Market in Lido Marina Village. It has been open two Sundays and appears to be a success. He recommends a visit. Also on the City Council Agenda for July 27 is a proposal for a land use study of Lido Marina Village to be supported by the three major land owners. The purpose of the study will be to create a new land use plan.
- Mayor Curry informed the group that at the last City Council meeting an agreement with the Orange County Museum of Art was approved establishing a plan for the Museum to display sculptures at the Civic Center Park at no cost to the City. The sculptures will be changed periodically and the site will participate in the Museum's biannual event.
- Mrs. Wassall-Kelly announced that, under the name Streamliner Café, Ruby's will be opening a location at the Fun Zone in Balboa Village. The manager will be Jane Young.

PENDING PROJECTS UPDATES

- On August 10, 2010 at study session, staff will be making a presentation on the Wayfinding Sign Program. The City Council requested the presentation during budget hearings to help them determine its priority for funding.
- Also on August 10, 2010 at the regular meeting, staff will present to the City Council the Policy Guidelines for a new CDBG Grant to assist low and moderate income owner-occupants in utility undergrounding assessment districts with the cost of connections to the newly undergrounded utilities.
- Economic Development staff attended the initial session of OPIS Network, Inc. "100 Business for 100 Days" in Buena Park as a step in determining if the City should sponsor the program in Newport Beach.
- The Conexant and Koll development proposal will be reviewed by the Planning Commission at its next meeting, July 22, 2010.

DISCUSSION ITEMS

1. Minutes of May 19, 2010.

Chairman Henn called for comments on the draft minutes. Mr. Luehrs moved approval of the minutes. Mr. Cole seconded the motion. The minutes were approved unanimously.

2. Discussion of the need for and role of the Executive Committee of the EDC.

Chairman Henn reported on the discussions that had taken place at the last two Executive Committee meetings regarding its role and the need for the meetings. The Executive Committee had concluded that the Committee was not essential and they recommended not meeting. The Chairman opened the issue to discussion and no one objected to ceasing Executive Committee meetings. Chairman Henn noted that, in the absence of an Executive Committee, the full committee would have to be more participatory at planning agendas for future meetings.

3. Comments in the Draft Zoning Code

Chairman Henn report that due to concerns related to residential zoning, the Draft Zoning Code was not approved by the Planning Commission at its last meeting. The concerns centered on replacing Floor Area Ratio (FAR) with an open space requirement. The proposal was designed to keep lots from being covered with huge square or rectangular boxes while at the same time allowing for as much or more square footage as the old method since basements would not be counted. However, some property owners were worried that, in areas where basements were unlikely, it would result in less square footage being allowed. After comments on both sides of this issue, Chairman Henn redirected the discussion to commercial code issues, which are the concern of the EDC.

Mr. Cole reviewed the code and reported that he had not seen anything that would adversely impact city businesses. However, he had also not seen anything that would incentivize businesses to locate in Newport Beach. Mrs. Wood said that early in the process incentives had been considered, but floor area incentives were found to not be possible in the Zoning Code because of the strict limits on FAR in the General Plan. Incentives might be possible in the area of fees and taxes. This led to a discussion as to whether the EDC might review fee and tax policy. It was agreed that at the next meeting a sub-committee would be formed to look at the City's fee and tax policies vis a vis business.

4. Overview of the City's Business License Requirements and Procedures

Monique Navarrette, License Supervisor, made a PowerPoint presentation on the City's Business Tax. The City of Newport Beach has had a business license tax since 1906. The authority for such a tax is contained in both State Law and the City's Municipal Code. All businesses, whether commercial based, home based or out-of-town based, are required to pay the tax. The tax is apportioned so that those coming into town as part of a special event may pay for a single event rather than the entire year. The law also contains some exemptions and an appeals process. The process is a first notice, a second notice with penalties, a third notice with penalties and a citation. Responding to the first notice should you wish to appeal will start that process. The tax is paid and an appeals form must be completed. If staff determines the tax is being assessed in error, it is refunded. If the form is unclear or the business still believes it should not be assessed, they are entitled to an impartial hearing. There are approximately 21,000 businesses in Newport Beach and the Business License raises \$4 million in annual revenue.

Following her presentation, Ms. Navarrette took questions. Most of the questions dealt with how visiting or temporary business were charged. Mr. Ikerd and Mr. Batley suggested the EDC form a sub-committee to look at the City's policies in that area. Mr. Palmer also had some questions related to special events business license fees. Mr. Luehrs said that the Chamber of Commerce had no problems with the business license. Mr. Ikerd, Mr. Palmer and Mr. Luehrs all volunteered to serve on a sub-committee to review business license policy. Someone suggested Mr. Hawkins as a member. It was decided to put the word out for volunteers via the draft minutes. Members interested in serving should inform the Chair or staff, and sub-committee members will be confirmed at the next meeting.

5. EQAC Representative's Report

Arlene Greer reported that EQAC did not have quorum at its June 21 meeting so no action was taken. They did, however, listen to presentations for and against expanding a smoking ban. They received an explanation of third hand smoke. It is the chemicals from the smoke that settle on surfaces and subsequently are touched and maybe ingested. Arlene reported that the consensus of those present after hearing the discussion and reviewing current State and City restrictions on smoking would be to recommend to EQAC that smoking be additionally banned in all City parks. EQAC will not meet in July. The next meeting will be August 16, 2010.

ITEMS FOR A FUTURE AGENDA

August

- Formation of a Business License Policy Review Sub-committee
- Formation of a Business Retention and Attraction Fee and Tax Policy Review Sub-committee

September

- Report on the Newport Beach Film Festival of 2010

ADJOURNMENT

Chairman Henn called for the meeting to be adjourned at 9:10 am.

Submit by Email

Print Form

APPLICATION FOR APPOINTIVE POSITION

FOR OFFICE USE ONLY

Residence District No. _____

Verified by _____

CITY OF NEWPORT BEACH

3300 Newport Boulevard

Newport Beach, CA 92663

City Clerk (949) 644-3005

Fax (949) 644-3039

DIRECTIONS: One application can be used for all the appointive positions you are applying for. Applications should be filled out completely so that the City Council may fully evaluate your qualifications. It is the responsibility of the applicant to familiarize themselves with the duties and responsibilities of the position(s) applied for. Detailed information outlining the responsibilities of the positions can be obtained from the City Clerk's Office or on the City's website: www.newportbeachca.gov (City Government/Citizen Participation). Applications will be kept on file for two years for the position(s) applied for. If you are not selected for appointment during that period of time, it will be necessary for you to re-submit an application if you are still interested in being considered. **NOTICE:** Section 702 of the City Charter requires that members of Boards or Commissions appointed by the City Council shall be from the qualified electors of the City. This document is a public record and may be posted on the internet.

NAME OF BOARD, COMMISSION OR COMMITTEE:

Economic Development Committee

Name:

Hoover

(Last)

Cell phone

Mark

(First)

Harrison

(Middle)

Residence Address (required):

Zip Code:

92625

How long have you lived in Newport Beach?

48 yr.

Home Phone:

Business Address:

Business Phone:

Santa Ana, CA 92707

Email Address:

MHoover@FIRSTAM.com

Have you ever been convicted of any crime or violation of any law or statute other than minor traffic violations?

☒ NO☐ YES

(If yes, attach separate sheet with explanation)

Name and Location of Colleges/ Universities Attended	Major	Degree	Last Year Attended
ORANGE COAST COLLEGE	HISTORY & BUSINESS	BA	1969
CHAPMAN UNIVERSITY	HISTORY & POLITICAL SCIENCE		1970
CALIF STATE UNIVERSITY FULLERTON	" "	B.S.	1972

CONTINUE TO PAGE TWO

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
Building Industry Assoc. O.C. & CALIFORNIA	LIFE DIRECTOR OF BOTH ORG.	1977
Habitat For Humanity O.C.	Vice Chairman & Secretary	2006 TO PRESENT
Jamboree Housing Corp OF CALIF	Vice Chairman	2005 TO PRESENT
Orange County Housing Trust	BOARD OF DIRECTORS	2007 TO PRESENT
FIRST AMERICAN Federal Credit Union	BOARD OF DIRECTORS	1985 - 1988

Occupational History. Begin with your present or most recent position. List all positions separately held for the last five years.

Firm or Organization	Type of Business	Title	Dates of Employment
FIRST AMERICAN CORP.	Life Insurance	Vice President	1973 TO PRESENT

References. Include names of at least two residents of Newport Beach who are not officially connected with the City.

- Name Todd Ridgeway Address [REDACTED] Phone No. [REDACTED]
- Name Philip Betten Court Address [REDACTED] Phone No. [REDACTED]

Summarize why you wish to serve the City of Newport Beach on a board, commission or committee. Include any special qualifications you have which are particularly appropriate to the position for which you are applying.

I HAVE LIVED IN NEWPORT BEACH ALMOST MY ENTIRE LIFE. I AM VERY INVOLVED IN MANY TRADE ASSOC. BOARD OF DIRECTORS AND MANY NOT FOR PROFIT 501-C-3 BOARDS AT MANY DIFFERENT LEVELS AS SHOWN ABOVE. I HAVE BEEN LOOKING FOR MANY YEAR FOR A WAY TO GIVE BACK TO THE CITY WHERE I WANT TO COME HIGH AND LOVE MOST DEARLY. I HAVE NOT FOUND THE RIGHT OPPORTUNITY UNTIL THIS POSITION ON THE ECONOMIC DEVELOPMENT COMMITTEE WAS BROUGHT TO MY ATTENTION BY FRED AMERI. I HAVE SPOKEN WITH BOTH TODD RIDGEWAY & PHILIP BETTEN COURT OVER THE YEARS AS TO HOW I MIGHT BEST ACCOMPLISH THIS LIFE LONG DREAM AND I BELIEVE MY CONTRIBUTION TO THE COMMITTEE WILL BE VERY BENEFICIAL TO THE CITY AND THE COMMITTEE AND ACCOMPLISH MY GOAL OF GIVING BACK TO THE CITY OF NEWPORT BEACH AND THE COMMUNITY.

I certify that all statements made on this application are true and correct to the best of my knowledge. I have read and understand the duties and responsibilities of the particular position(s) that I am applying for and authorize the release of this information on the internet.

[BOX MUST BE CHECKED IF SUBMITTING ELECTRONICALLY]



Signature

Mark Hoover

Date

7-29-2010

[Submit by Email](#)[Print Form](#)

APPLICATION FOR APPOINTIVE POSITION

FOR OFFICE USE ONLY

Residence District No. _____

Verified by _____

CITY OF NEWPORT BEACH

3300 Newport Boulevard
Newport Beach, CA 92663
City Clerk (949) 644-3005
Fax (949) 644-3039

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NAME OF BOARD, COMMISSION OR COMMITTEE:

Economic Development Committee

Name:

Strader Jr.

(Last)

Timothy

(First)

Lee

(Middle)

Residence Address (required):

Zip Code: 92660

How long have you lived in Newport Beach?

36 Years

Home Phone:

Business Address:

Business Phone:

Irvine, CA 92612

Email Address:

tj@starpointeventures.com

Have you ever been convicted of any crime or violation of any law or statute other than minor traffic violations?

☒ NO ☐ YES (If yes, attach separate sheet with explanation)

Name and Location of Colleges/ Universities Attended	Major	Degree	Last Year Attended
UCLA	Political Science	B.A.	1989

CONTINUE TO PAGE TWO

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (If any)	Dates of Membership
Big Brothers Big Sisters of Orange County	Chairman of the Board	1995-2006
National Association of Office & Industrial Properties-SoCal Chapter	President	1997-2006

Occupational History. Begin with your present or most recent position. List all positions separately held for the last five years.

Firm or Organization	Type of Business	Title	Dates of Employment
Starpointe Ventures	Real Estate Consulting	President	2000-Present

References. Include names of at least two residents of Newport Beach who are not officially connected with the City.

1. Name Address Phone No.

2. Name Address Phone No.

Summarize why you wish to serve the City of Newport Beach on a board, commission or committee. Include any special qualifications you have which are particularly appropriate to the position for which you are applying.

I have been a real estate professional in Orange County for 21 years and lived in Newport Beach for 36 years. I have witnessed the growth and economic vitality of Newport Beach since moving here in 1970. I feel that the combination of my real estate background and experience doing business in other cities gives me a perspective that can benefit the City of Newport Beach Economic Development Committee.

I certify that all statements made on this application are true and correct to the best of my knowledge. I have read and understand the duties and responsibilities of the particular position(s) that I am applying for and authorize the release of this information on the internet.

[BOX MUST BE CHECKED IF SUBMITTING ELECTRONICALLY]

☐

Signature

T. Strader Jr.

Date

8-2-10